Tecnologías, ambientes de desarrollo y mercados

Contexto actual



Android 13



iOS 15 iOS 15 iPadOS 15

tvOS 15 watchOS 8

Year	2018	2019	2020	2021	2022	2023	2024
Android	85.1%	86.1%	85.0%	85.6%	86.0%	86.1%	86.2%
iOS	14.9%	13.9%	15.5%	14.4%	14.0%	13.9%	13.8%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Android Versions

Platform Version	Share ▼
Android 9.0	31.31%
Android 10.0	15.68%
Android 8.1	13.72%
Android 8.0	7.63%
Android 7.0	7.01%
Android 6.0	7.00%
Android 7.1	4.58%
Android	4.54%
Android 5.1	3.78%
Android 4.2	1.85%

iOS Versions

Platform Version	Share 🔻
iOS 13.3	31.85%
iOS 12.4	14.22%
iOS 13.1	11.71%
Mac OS X 0.12	11.15%
iOS 13.4	9.42%
	4.22%
iOS 13.2	3.33%
iOS 12.3	2.57%
iOS 13.5	2.36%
iOS 12.1	1.70%





Marcas y SO







Hardware Apple propio únicamente

> iPhone iPad

AppleTv
AppleWatch
HomePod

Lenguajes de programación y herramientas nativas















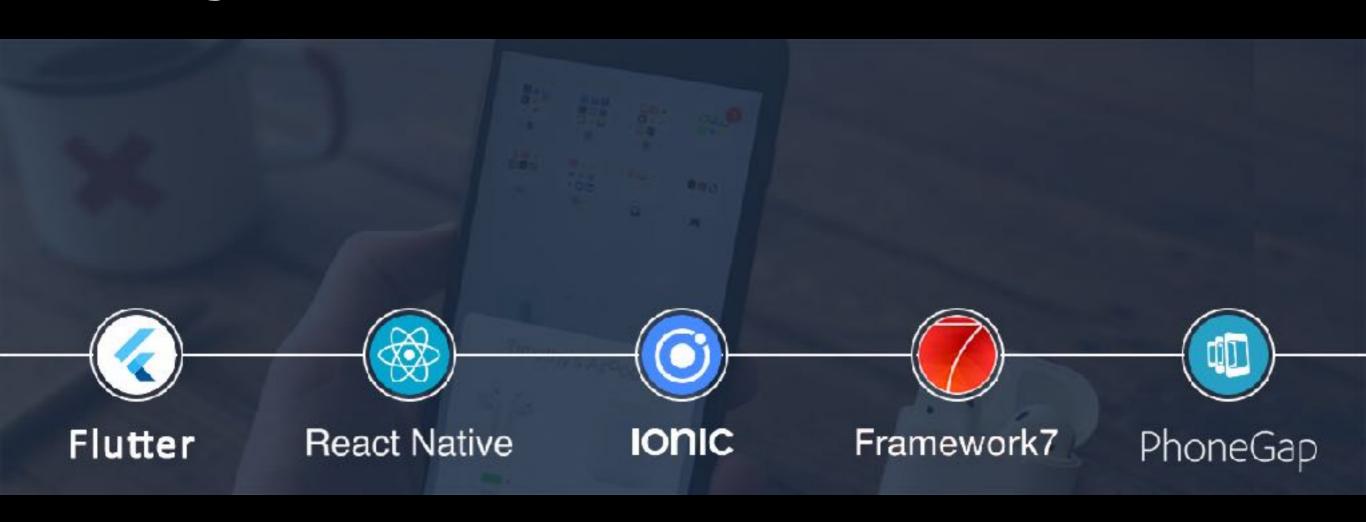
Swift, objective C





C#

Lenguajes de programación y herramientas híbridas



Java Script HTML 5 CSS



DevBatch

VS



PROS

- Can function in offline mode
- Total Device integration (GPS, camera, calender, push notifications, contacts)
- Can be downloaded from app stores (Google Play, App store, Windows store)
- Superior UX
- Smooth Functionality

CONS

- Requires more effort
- Require more developers
- High priced development
- Low code reusability
- Upgrade Inflexibility

PROS

- Faster development
- Flexible to upgrades 🕒
- Suitable for BYOD programs / Device friendly 🕒
 - Low development cost

CONS

- Unimpressive UX
 - Low efficiency
- Uneven navigation functionality -
- Needs internet connectivity to operate